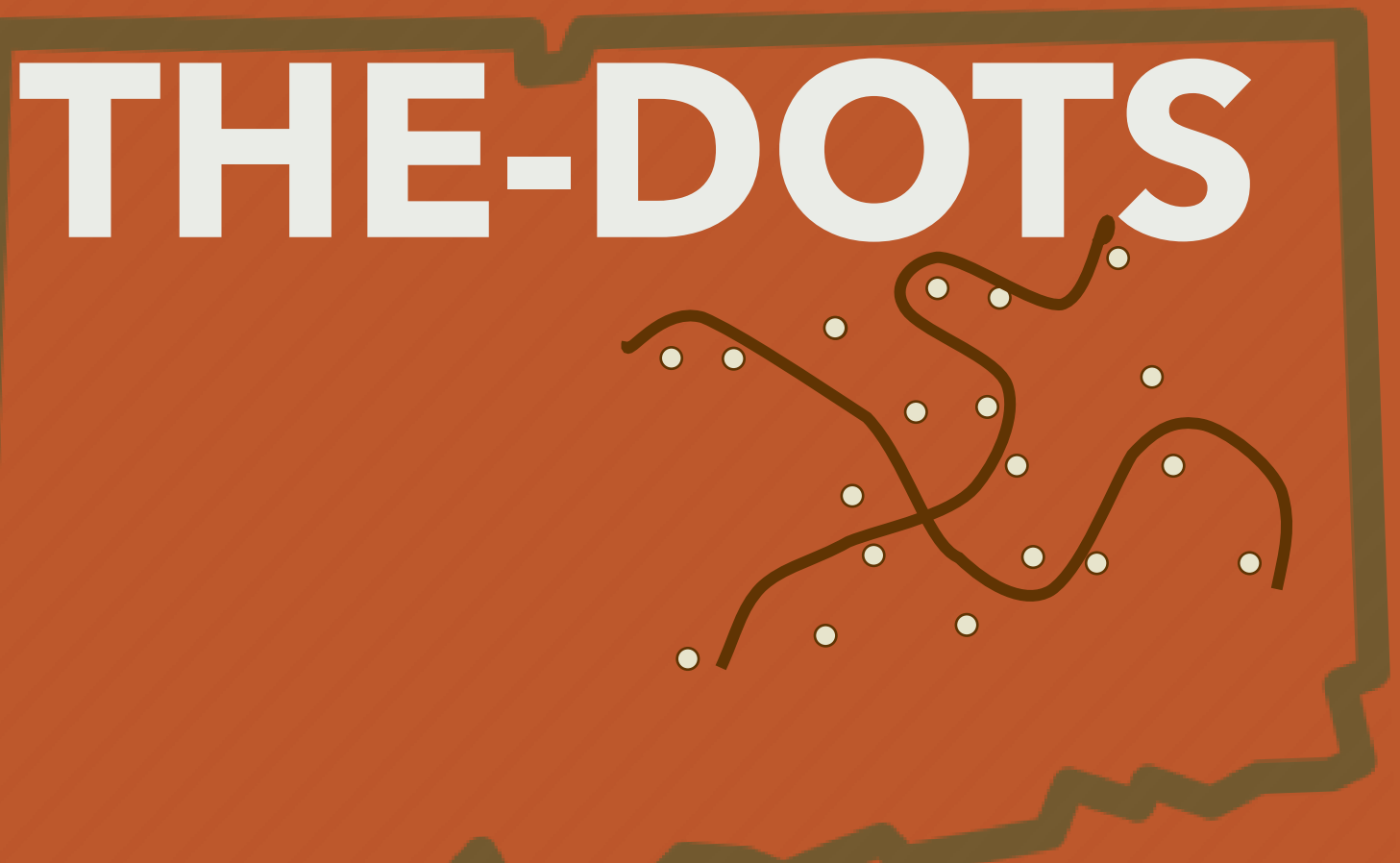
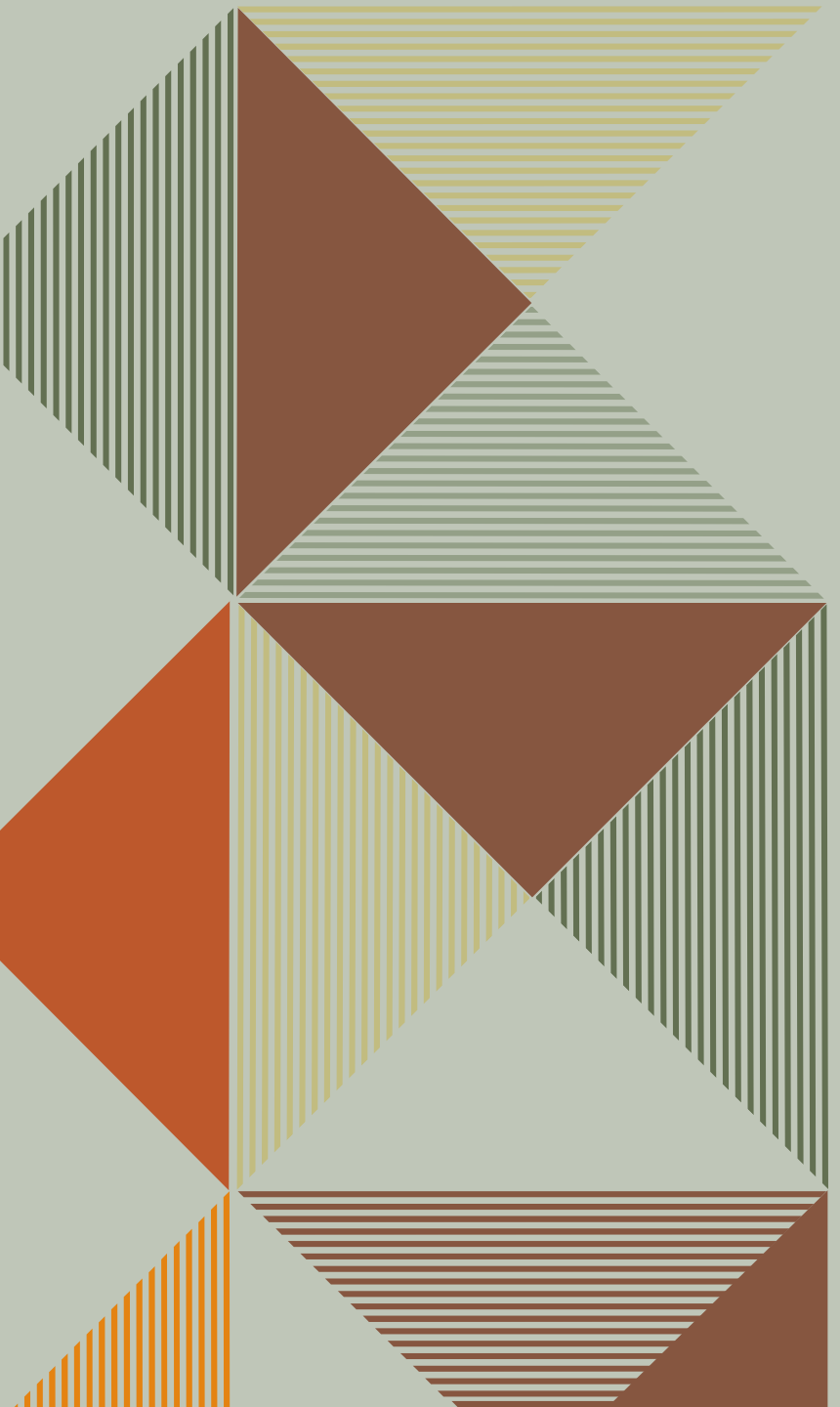
RideLogCT

CONNECT-THE-DOTS



ABOUT US

At RideLogCT, we generate data for the public good. We believe that by putting the right data in the right hands, we can ensure that the dots can be connected so that everyone can get to where they need to be when they need to be there – no matter where they are coming from or going to.



PROBLEM

DATA IS INCOMPLETE

Riders, Planners and Policy makers lack the historic and real time data needed to make informed decision

DATA IS SCATTERED

The data that does exist is spread across multiple data owners both private and public

DATA GAPS

Data is missing critical information from individuals that use personal or alternative modes of transportation

INEFFICIENT

Manual systems for aggregating data and planning

COORDINATION

Organizations and Service providers struggle to coordinate transit services offerings

SOLUTION

CLOSE THE GAP

Targeted and incentivized data collection through RideLogCT surveys and app

AGGREGATE & AUGMENT

Connect the existing data sets and augment with movement and behavior data from survey and app

INCREASE EFFICIENCIES

We canenable

ENABLE COORDINATION

We can enable private transportation to better coordinate routes and coverage

ROUTE OPTIMIZATION

We can generate optimized routes within defined corridors

MISSING LINKS

We can Identify missing connectors and show which providers are best suited to make the links

PRODUCT OVERVIEW

MULTICHANNEL SURVEY

Our multichannel multilingual survey collects data from local residents and organizational clients on movement and b from point of origin to destination

RideLogCT APP

Multilingual app allows users to Log their daily rides – no matter the mode of transport.

INCENTIVIZED & GAMIFIED

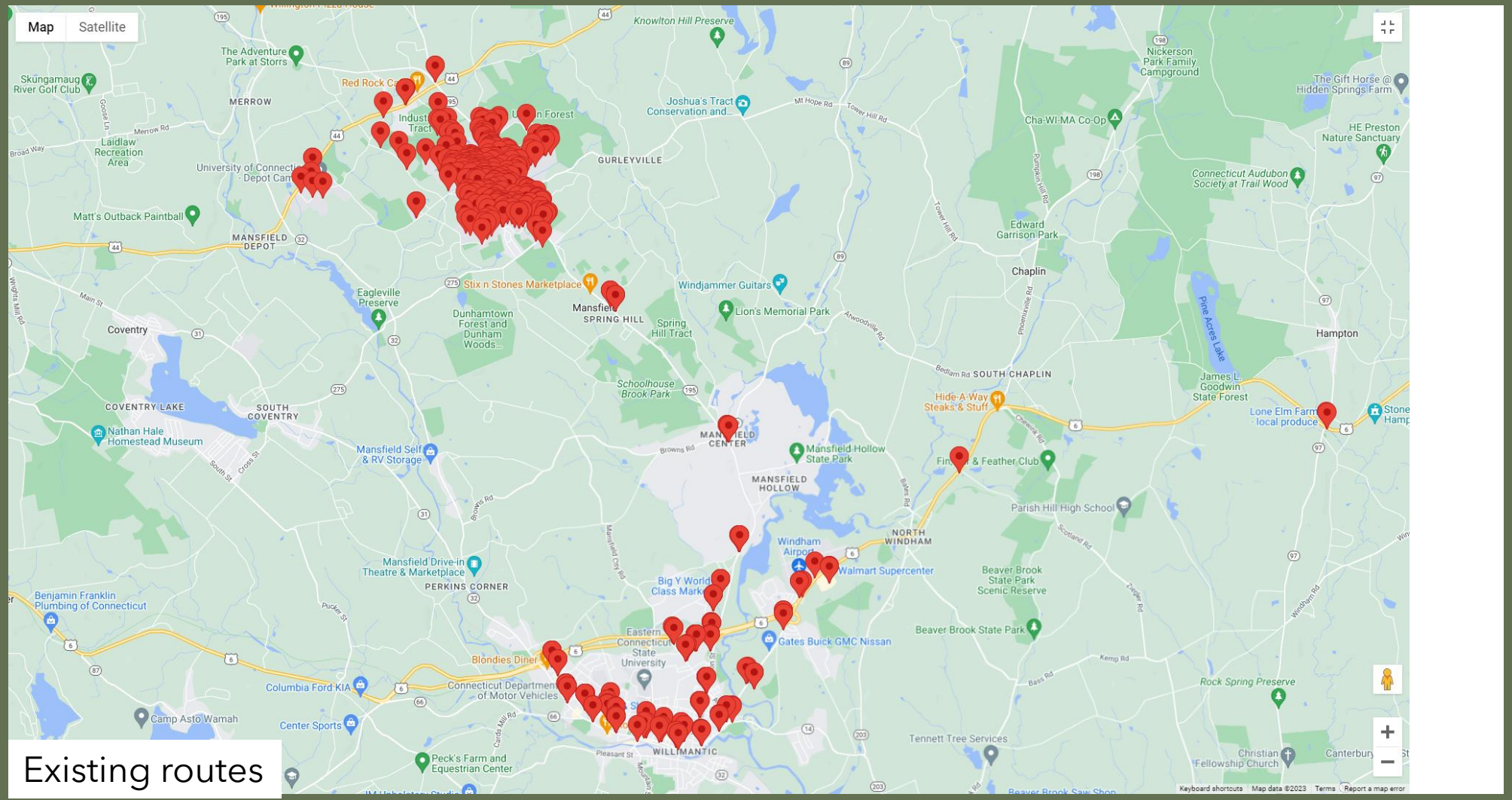
Survey and RideLog provide participants with immediately redeemable incentive based upon user location. Individual and Organizations compete for highest levels of participation

WEB DASHBOARD

Our webapp maps survey data, ridership data, traffic data against private and public transport routes allowing for dynamic adaption of routes based upon real world movements

RIDELOGCT SURVEY DEMO

DASHBOARD - DATA OUTPUT



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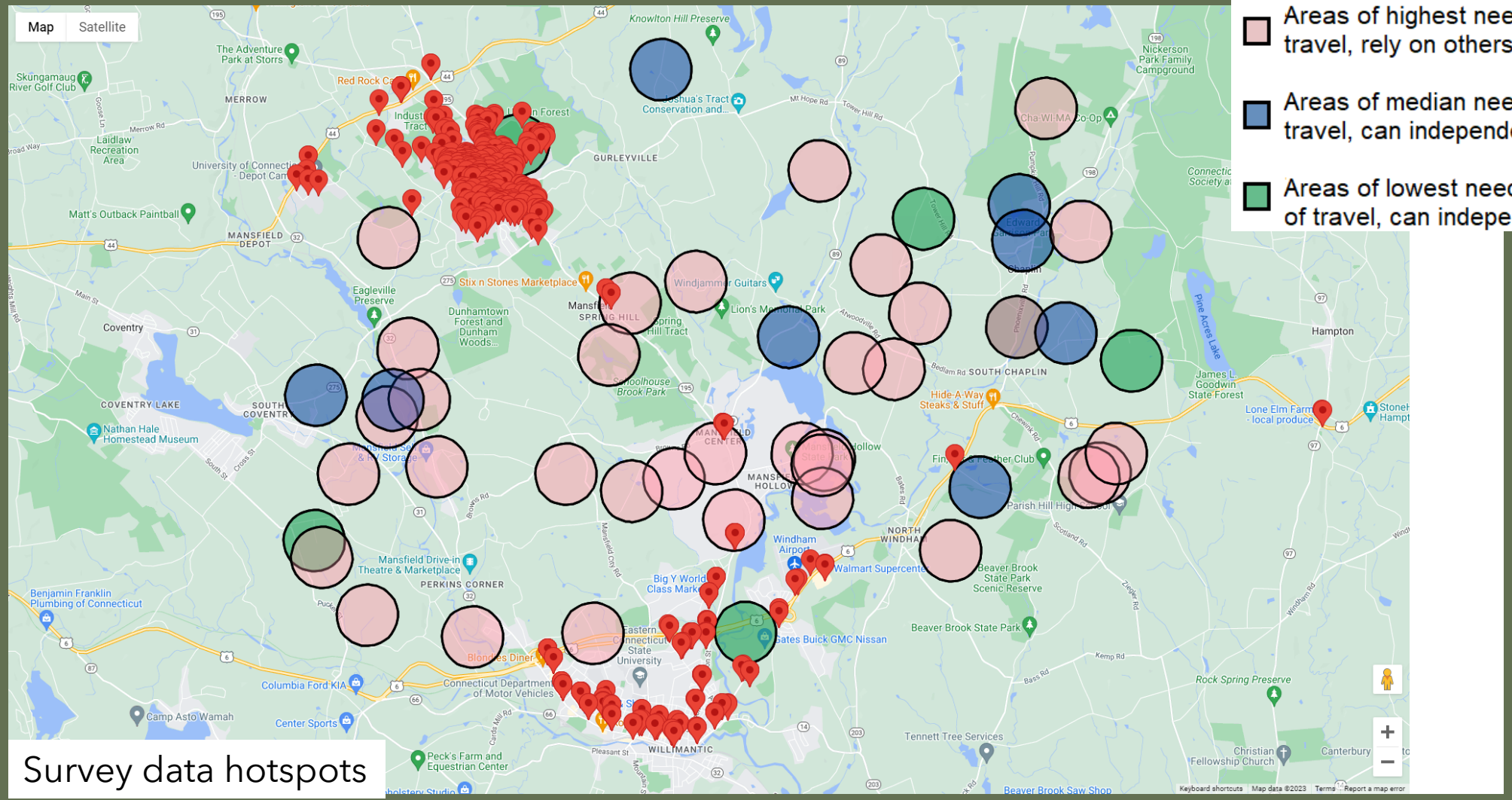

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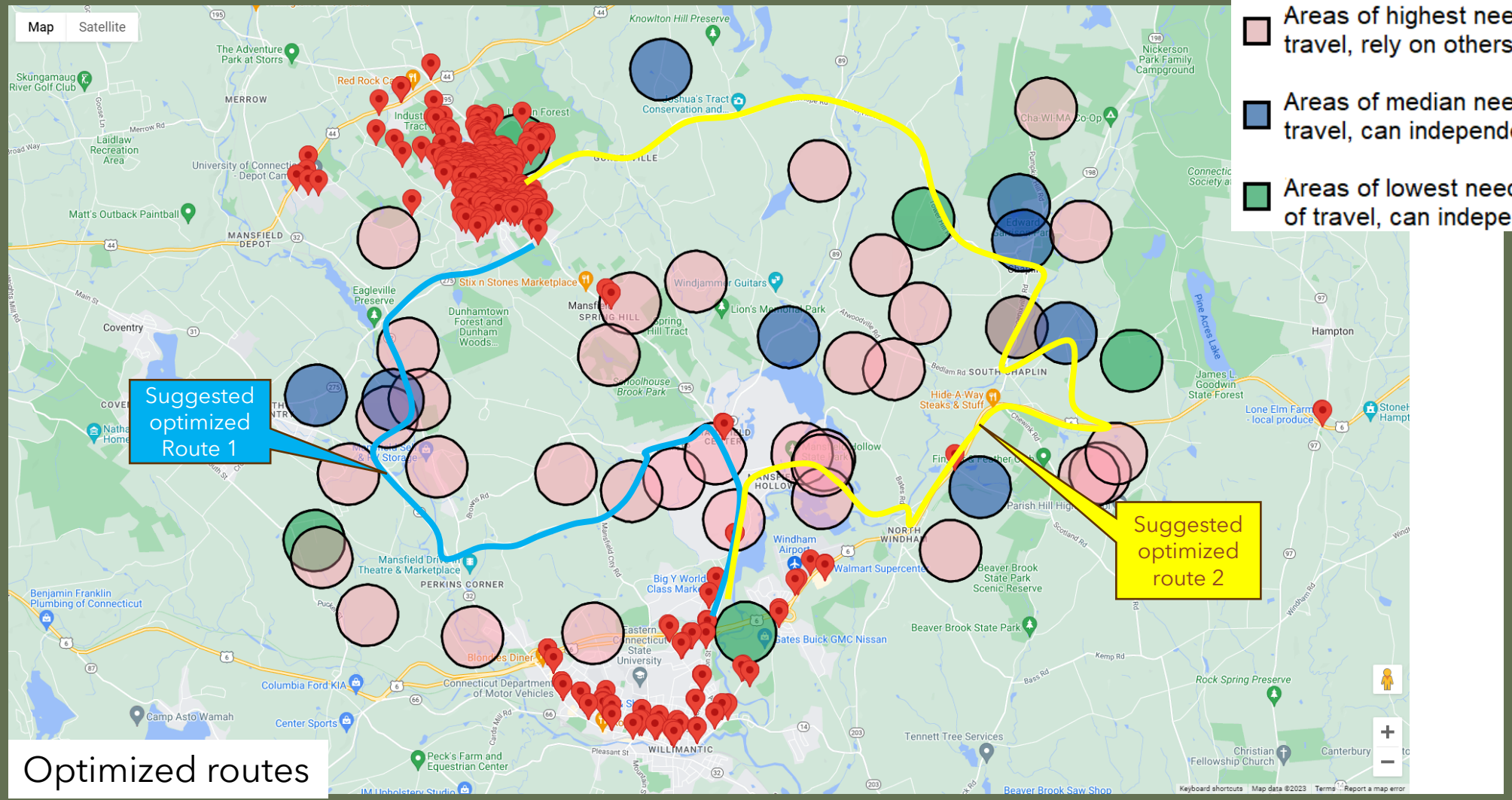


ROADMAP

WINTER 2023 – MVP LAUNCH

- RideLogCT Multichannel Survey Tool
- Webapp Dashboard v1.0
  - Overlaying survey data with current route data

SPRING 2023

RideLogCT multiplatform app

Webapp v2.0

- Realtime data from RideLogCT channels
- Integration of external data sources
- Route optimization recommendations

LAUNCH FUNDING

$20,000 TOTAL

From 5 Organizations ($4k each)

$100,000

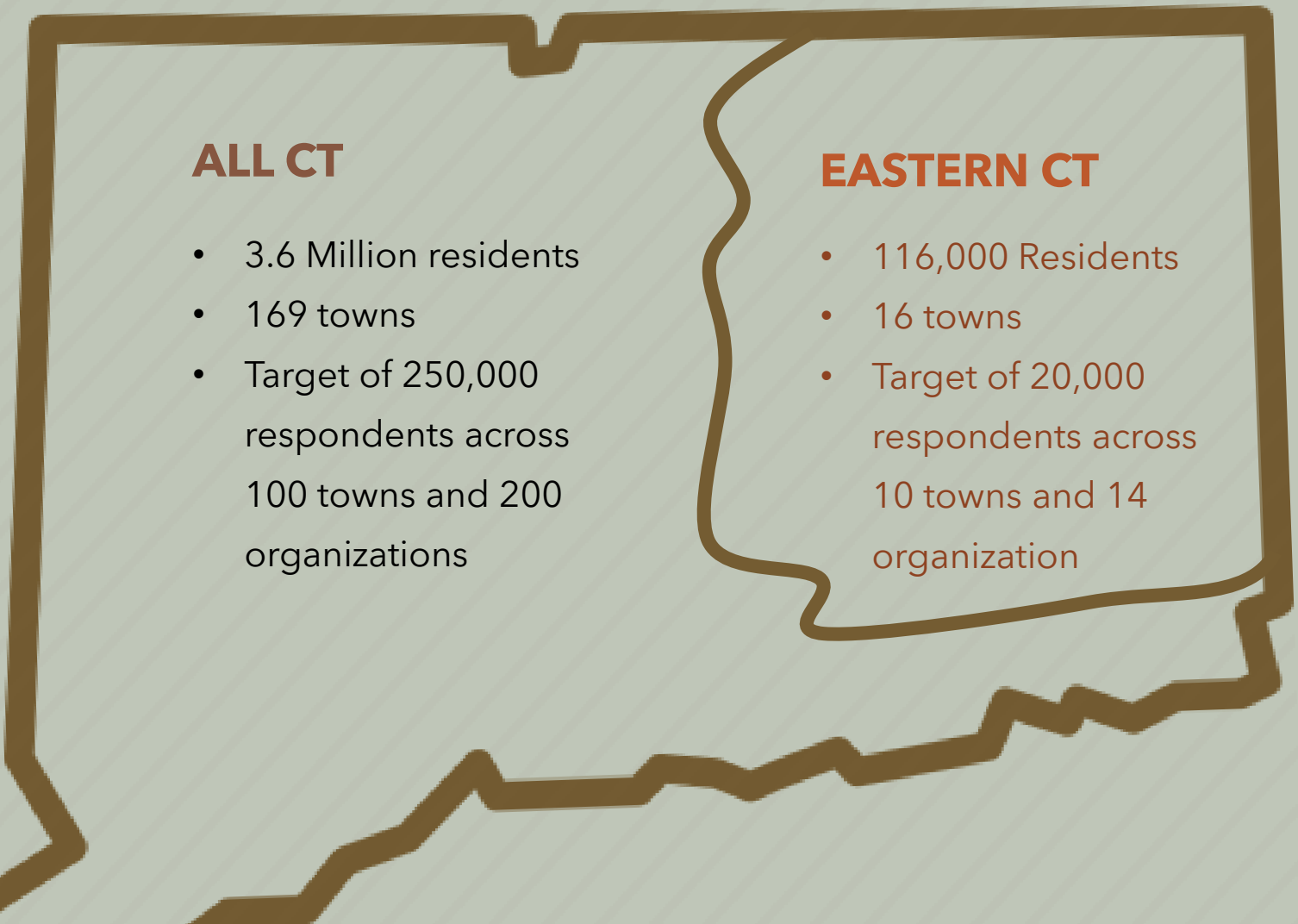
From Infrastructure Act: Innovative Coordinated Access & Mobility Pilot Program

LONG-TERM FUNDING

State funding, transportation authorities, private transportation providers, employers, businesses and educational institutions

SCALABILTY

ALL OF SOUTHERN NEW ENGLAND



ALL CT

- 3.6 Million residents
- 169 towns
- Target of 250,000 respondents across 100 towns and 200 organizations

EASTERN CT

- 116,000 Residents
- 16 towns
- Target of 20,000 respondents across 10 towns and 14 organization

GTM STRATEGY

Establish Partnership with organizations in Eastern CT . Co-apply for Infrastructure Act funding

Recruit Promoters and Incentive providers from local communities.

Launch with key partners and their clients/participants

Intra and Inter organization competion and winners

THANK YOU